

Leo Burnett Concludes Masterclass Internship Program



(L-R): Shaha Azeem; Manjaree Bandara; Manisha Jayathilleke; Sathyangana Fernando; Arosha Perera, CEO, Leo Burnett Sri Lanka; Sanghavi Thangasamy; Mary Anne Michael and Ravin Karunaratne.

Leo Burnett Sri Lanka concluded the seventh edition of its Masterclass program, with the interns graduating after five weeks of learning, training, and receiving exposure. The only multi-disciplinary program of its kind in the industry, Masterclass plays a pivotal role in attracting fresh, young talent to the field of marketing and communications while providing them the chance to see the scope, diversity and variety of career options that are available for them within the industry. This year's program concluded with a graduation ceremony that was attended by the agency's senior management including Arosha Perera, CEO, Leo Burnett Sri Lanka, Ransley Burrows, Chief Creative Officer, Mehnaz Ilhamdeen, Head of Operations and Dilunika Tejwani, Senior Manager People and Culture. Also present at the event, were the interns' friends and mentors, who were assigned to them throughout the duration of their time at the agency, to provide additional support, encouragement and guidance. Masterclass provides undergraduates the opportunity to experience day to day agency life, real client projects and work across a broad spectrum of departments and fields of specialization ranging from media management to publishing, creative design, market research, public relations, digital marketing, event management, strategic planning, client servicing and more.

Commenting on the program, Arosha Perera, CEO, Leo Burnett Sri Lanka stated, “This truly unique and carefully structured industry internship provides young people who are interested in learning more about a career in marketing communications, with first-hand, on-the-job experience. Over the years, Masterclass has evolved into an impactful program that exposes young people to a wide range of skills and nurtures their ability to think creatively, solve problems and fine-tune their capabilities.”